



# **Introduction Leather Naturally**

***Castelfranco di Sotto / Italy – July 5th – 2019***

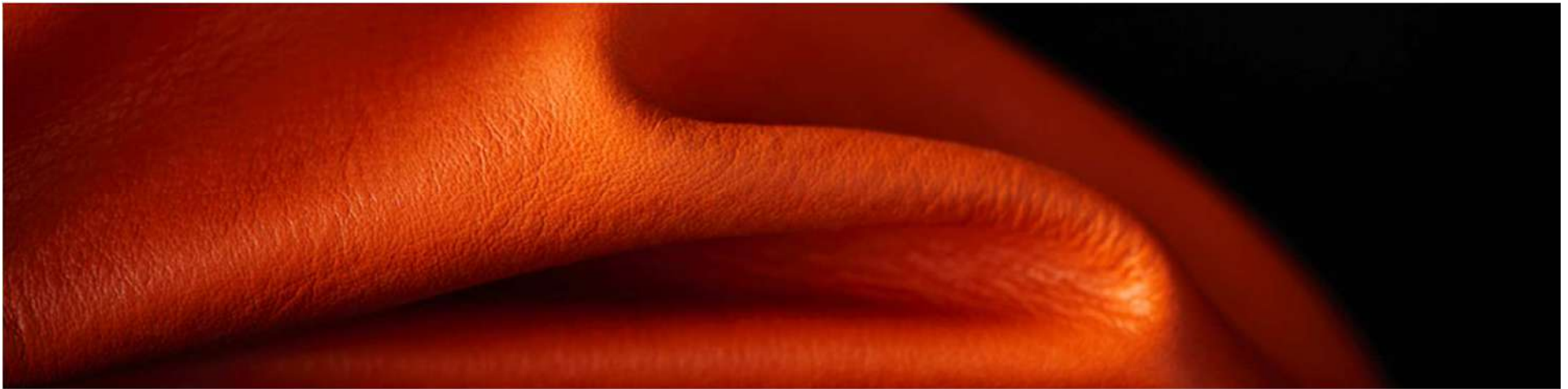
***Egbert Dijkers***

***Presentazione Franca Nuti - FGL International -Leather Naturally member***

# Topics



- Goal of Leather Naturally
- How is it organized?
- Leather Promotion Campaign → important pillar in communication



# Why Leather Naturally?



- Negative press bases stories on inaccurate facts or choose only to highlight bad manufacturing practices, not the responsible industry norm
- Leather Naturally considers it crucial therefore that designers, brands, NGO's attacking leather and consumers, form opinions on leather from transparent and accurate facts
- Positively promote the beauty, comfort, practicality and sustainability of leather
- Image pillar → focus on collaborating with established industry organisations



# Organisational set up



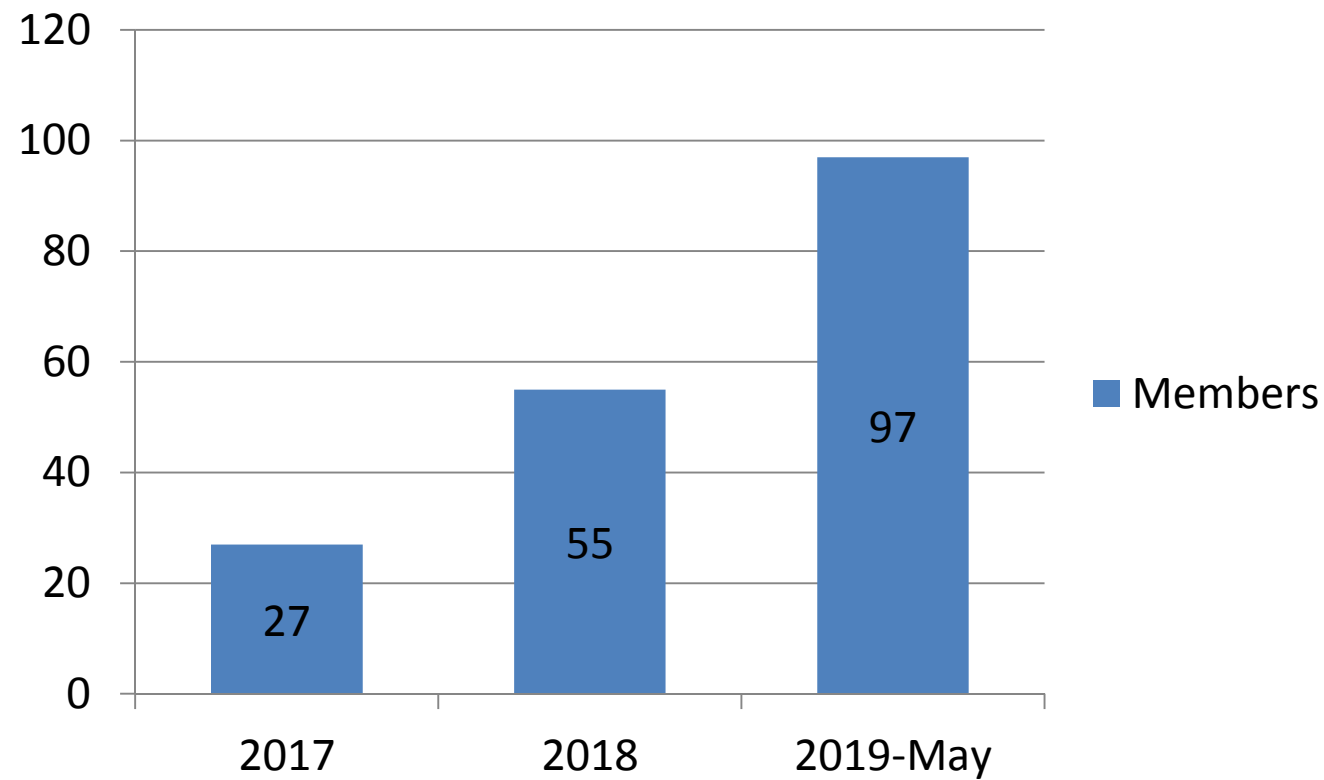
- Association since October 18th 2018 – established in the Netherlands
- Administration Office Londen & Van Holland / Mark Schouten
- Management Board monthly calls / execution of actions
- Supervisory Council monitoring the Management Board
- Functional Teams Promotion, Education and Communication
- Leather Campaign Team to monitor progress on global campaign



# Growing membership



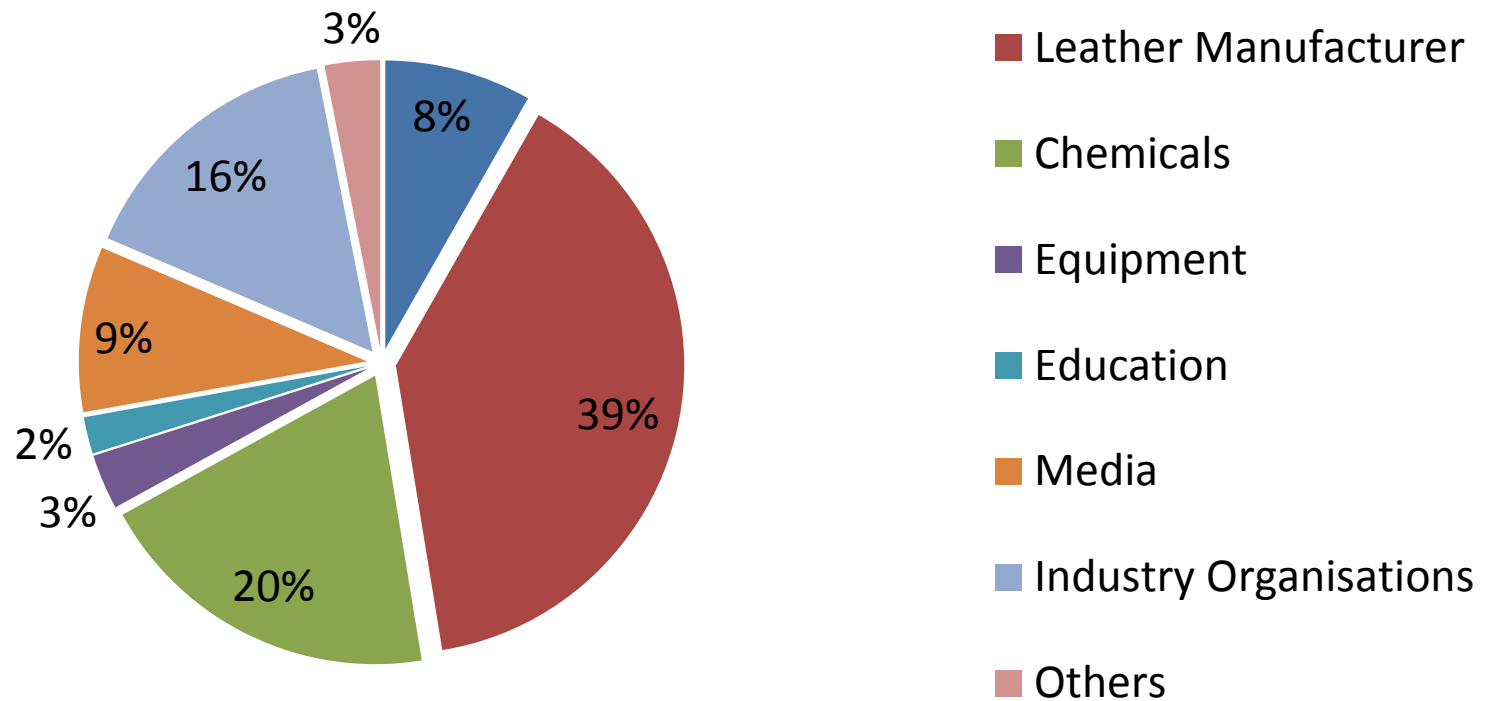
Members



# Member categories



**Members**



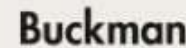
# Focus Pillars for LN



- sharing information      via website / social media / editorials / seminars
- labeling      support in discussions ‘what is leather and what not’
- targeted education      to those who should know more about leather
- inspiring influencers      via the global digital media campaign (!)
- engaging      with the leather industry (companies/organisations)



# Our valued members





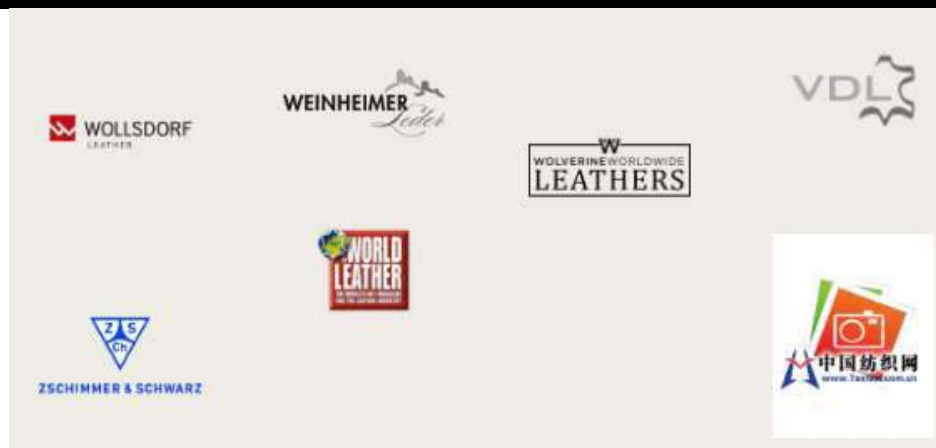
# Our valued members



# Our valued members



# Our valued members



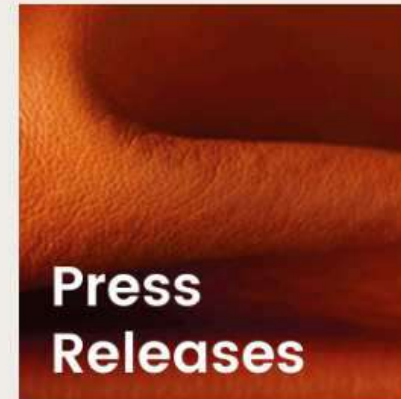
# Continuous updating our website



# Continuous updating our website



## Resources



# Continuous updating our website



## Gallery





# Continuous updating our website



## Sally Blue

Five years ago, Rosie Sieben, decided to go her own way by creating a new brand called Sally Blue. The incredible journey of a courageous committed entrepreneur started.

[Read More](#)



## Hirsch & Kirsch

Hirsch & Kirsch make design-led, contemporary leather goods and lifestyle products, incorporating natural materials, traditional techniques and directional design.

[Read More](#)

# Regular feeds on social media



Liked by **wylvealleygirl** and **46 others**

**leather\_naturally** A perfume from Dior that smells like leather. When you read the article you almost can smell the perfume. Swipe to the left and learn more about this amazing perfume.

#leathernaturally, #sustainableleather, #leatherperfume. #Dior. #perfume. #perfumerv. \_\_\_\_\_



**174 views** · Liked by **noor\_milesandmore** and **leatherlink2004**

**leather\_naturally** A good sofa for lounging, don't you think?

#leathernaturally, #sustainableleather, #sustainable. #sofa. #lounging. #loungingsofa.





***A Global Campaign – USD 1.5 million  
raised (!)***

# The Project:



To promote the use of globally-manufactured sustainable leather and seeks to inspire and inform designers, creators, and consumers about its beauty, high quality, life long, versatility and sustainable moves.



# Why



X

WHY

**Leather's values are  
unique. Leather is the  
driving force to some of  
the most respectful brands  
over all design industries.**

[transainc.com](http://transainc.com)



# Why



X

WHY

**This project aims to reconnect these values to the up-and-coming target audience, Gen Z and Millennials.**

[transainc.com](http://transainc.com)



# Final Considerations



- The campaign will be modern, fresh and connected to the newest generations;
- Don't expect to see a traditional campaign;
- It will promote leather as a cool and fashionable material;
- It will not promote specific companies;
- It will not promote specific origins.



# Wrap up



- Leather Naturally is legal entity with sound governance model;
- A need to collaborate with all companies and organisations in the industry;
- Global leather image campaign will start in Q2/3 2019;
- Leather industry must find a finance model to have continuous image campaign;
- Leather Naturally needs more members from different parts of the industry;
- Like and repost social media messages.

Be more proud about leather and the industry!  
and join us!







@leathernaturally!



LeatherNaturally!



LeatherNaturally!



Leather\_naturally

[www.leathernaturally.org](http://www.leathernaturally.org)



[info@leathernaturally.org](mailto:info@leathernaturally.org)